Entertainment =

Entre preneur =

Entre jouement

between - hold

- holds our attention between

thought & act

self & other

- holds us in the gap

of the unreal

---

The tool is not an object,

our attention is drawn

by the tool to the

act

Our WEB tools are

not objects-in-themselves

but *lead* the world *through*

to understanding the
real economic world
around + outside of
us.

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Whole Earth Catalog

Guide to Self-Reliant
Local Economies.

This could be our raison d'être.
We may not need to look back
But look forward.

My mission is to do
with the concrete world.
Designing ways we can live
here and really be here.

The New Alchemy vision
The Local Self-Reliance
The Kropotkin vision
Fields, factories + workshops

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Good analyses on what is
lost when you go global.
Good analyses on what is
gained + lost by local-
self-reliance.
☆ - The problem of dysfunctional
people.

If the global economy takes all the brilliant & competent people - who takes the rest?

Local languages, local skills, how to be the organ for this movement?

---

The Wisdom work

Aristotle

compost pile

Buddha

desires

Lao Tsu

Solon &
Confucius

Aristotle

cybernetic
middle way

— non-infinite

Middle way

not too big

not too small.

Seek out among the
drop outs a wealthy
woman. etc.
But a covenant.

---

The not taking a tool as
an end-in-itself, an
aesthetic object, an
art piece
is like
not taking drugs —
drugs give you the
experience of success
after accomplishment
without the accomplishment.

## Combustion:

The action of a forest fire is to release the carbon on the forest extremely rapidly. The ordinary process releases it very slowly.

Metabolism is the oxidation + biodegrading of complex carbon molecules ~~to~~ in a process that gives off energy.

Metabolism is very slow + carefully controlled so that the energy released is used for mechanical work + other ~~ways~~ ~~so [illegible]~~ chemical processes which

maintain the far-from-equilibrium
balance of the organism,

Photosynthesis is the only (?)
build-up process
+ all other processes are
metabolic ?

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What Aristotle has to do
with this is: he
questions at the same
scale of resolution
that I do here.

# WE as Entertainment

Movies like Oliver Stone's are starting to substitute entertainment for history. The rules that guide entertainment are now used to guide the telling of history — the marshalling of data — the editing of the significant from the insignificant.

- This is also now happening on the TV news media and increasingly in the print media.

- In the academic world, humanities departments and by connection journalism departments teach that there is no real story, just various perspectives — told for purposes.

- The presentation of tools is one of the few direct links to the real. Tools either work well in the real world — or they don't.

Along with tools goes "know how."

I WORRY THAT WHOLE EARTH CATALOG will become ruled by the same rules-of-entertainment.

The imperative of profit. The imperative of "entertainment shopping."